

Service Quality Assessment of an Airport Restaurants Using Important Performance Analyze

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Extensive Summary

In today's, because of some reasons such as increase in disposable income, urbanization and decreasing time due to the education and work increase number of people dine in restaurants and depend of this, number of restaurant has been increased with every passing day. Correspondingly, consumers face many of choices in terms of both offerings and this situation increases customers' evaluation and selection. In this point, customer satisfaction and service quality is a vital element in their selection. Service quality plays an essential part in creating customer satisfaction. Thus, supply of higher level of service quality is an important strategy by which service organizations can position themselves more effectively. High level of service quality and customers satisfaction increase restaurants' revenue and profitability, raise customers' behavioral intention and recommend to reference groups, decrease customers' complaints and etc. So, customer satisfaction is main constituent of service quality.

Some researchers have developed service quality scale worked about service quality measurement. First developed and most widely-known and researched scale of service quality was SERVQUAL. This scale was developed a set of multi attribute dimensions of service quality by Parasuraman, Zeithaml, and Berry. SERVQUAL consists of five service dimensions with a set of 22 items for expectation and perception. The five service dimensions are: tangible, reliability, responsiveness, assurance and empathy. In 1995 Stevens, Knutson ve Patton was developed DINESERV scale which consists five service dimensions as well as SERVQUAL but with a set of 26 items. This scale can use fast food restaurants, upper middle restaurants and ordinary restaurants. Martilla and James (1977) proposed the Important Performance Analyze (IPA) for measurement service quality. IPA involves assess ing different aspects of an organization's features in terms of customers' perceptions of performance and of the importance of these performance. In this scale, find out service quality dimensions, then measure the importance and performance of the each dimensions and finally compare important and performance scores.

The aim of this study was to identify gap between customers' demands and expectation and correspondingly service quality in Turkish airport restaurants and in direction of these results, recommendations to airport restaurant managers. Although Important Performance Analyze highly original analysis, the number of studies which apply Important Performance Analyze is very limited. This study attempts to identify both the importance and performance of restaurant service quality airport restaurants using the IPA model. Because, when consider international literature, service quality researches have been conducted specialty restaurants generally and very few studies have been seen about airport restaurant service quality. Notwithstanding, there hasn't been found any study about airport service quality which has been made in Turkey. But every day many people come to airports for their travels and they dine in restaurants. That's why, this study is important for both improve and supplement to literature, measure service quality in airport restaurants and make a suggestion to restaurant managers about way of raise service quality.

The target of population for this study was customers who visited Istanbul Ataturk Airport. Questionnaires were used to collect data and 321 airport restaurant costumer responded to the questionnaire distributed between the months of February and May in 2014. In development questionnaire drive benefit from previous studies. In first part of the questionnaire questions was about customers' demographic characteristics such as age, gender and etc. In second part of questionnaire measured gap between customers' demands and expectation about restaurant service quality. 29 statements adapted from previous literature were used for the survey. Likert's five point scale is used as the rating system, the five scales are: agree strongly, agree, neutral, disagree, disagree strongly, which are noted as 5 points, 4 points, 3 points, 2 points and 1 point. A pilot study of the questionnaire was conducted prior to collecting to 25 customers. For data analysis, frequency tables and t test were used.

A total of 321 customer participated in this study. Demographic information about the sample for this study showed that 61.1% were female and 38.9 % were male. About age groups, the majority of respondents were between 40 and 49 years old (39.6%) and mean age was 33.3 years 33.2. Almost half of the respondents (48%) were in the graduated from high school and more than half of the respondents (51.4%) was middle incomes brackets.

Firstly, scale items' mean and standard deviation was evaluated. According to results "comfortable furniture, employers' willingness about customers need and wants, provide accurate bills to customers, clean dining area and variability of foods" service quality items was most important for customers. On the other side, "restaurant credibility, taste of food, nutritional of food, clean dining area and provide accurate bills to customers" items performance level was high. When compare these results from 29 dimensions only "clean dining area and provide accurate bill" dimensions are both important and high level performance for customers.

In the study mean of all implicitly derived degrees of importance for attributes and the mean of all performance for attributes to divide the IPA matrix into four quadrants. According to matrix some items both importance and performance level was perceived high by customers. This items was "taste of foods, comfortable furniture, provide accurate bills to customers, clean dining area, customers' attitude, neat and well groomed staff, restaurant attraction, restaurant credibility, nutritional foods and serve

customers in the time promised”. All these dimensions are the strengths of the restaurants and the restaurant managers should keep up the good work in maintaining their customers,

Contrary to this result “clean restrooms, faire price, employers’ willingness about customers need and wants, awareness of restaurant, relax atmosphere, employers’ willingness of employers to help each other, warm welcoming, educated and experienced employers and managers help employers” items are not important for customers and that perceive important level low. In other word, restaurant managers spent more sources for this service quality dimensions.

Some items are not important for customers but performance levels are high. These service quality items are: “high level service, appropriate decor with restaurant image, comfort and free act of the dining area, to meet the expectations of the quality of food”. Because of these dimensions not important for customers perception of service quality, restaurants must reflect on these attributes to low performance dimensions, instead of continuing to focus in these dimensions.

“Reasonable money, have the knowledge to answer customers’ questions such as menu items about menu, sincere interest in correcting anything that is wrong, service customer’s food exactly as it was ordered and variability of foods” items importance level was high but performance level is low. But these items are key element for raise restaurant service quality. That’s why restaurant managers need to pay special attention and make a good effort to improve the performance.

This study identified gap between customers’ demands and expectation and correspondingly service quality in Turkish airport restaurants provide recommendations for restaurant managers for develop high service quality in the future. On the other hand there are some limitations in study. Firstly, this study was performed only Istanbul Ataturk Airport restaurants and 321 airport restaurant costumer responded to the questionnaire. That’s why, the findings doesn’t generalizable to other airport restaurants in the Turkey. In future same study can be applicant in more airport restaurants with bigger sample.